CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
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Canadian Film About Marilyn Bell

Offer Made To Toronto's Idol By Top Canadian Film Group

A young, 16 year old, slip of a girl, has provided Canadian filmmakers with the opportunity of a lifetime to produce a film, which even before its completion, has garnered for itself, an almost guaranteed market, in Canada as well as the United States.

The Digest has confirmed reports that despite the countless newspaper stories of Hollywood offers, the guiding group around petite Marilyn Bell are seriously considering an offer made by a group of Canadians. The group is made up of a top flight film direc-

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"TI-COQ"

Ti-Coq, written, acted and produced in French with English subtitles by the French Canadian comic, Fridolin (Gratien Gelinas) will have its Toronto premiere, October 7 at the Avenue theatre. The first major Canadian film to be produced, will be presented on a one-a-night, reserve seat basis, with curtain at 8.15 p.m. Ti-Coq will launch a new first-run policy for the Avenue.

The Canadian Film Institute are sponsoring the showing of the film in Canada. Cardinal Films are releasing Ti-Coq in English speaking Canada with France Films holding the world rights.

It is reported that Famous Players will show the film in most key centers in Canada.

On The beam

By JAY L. SMITH

Paid my first visit to the Maritimes in five years last week, and had a chance to say "hello" to a lot of old friends. Joe Lieberman of B & L Theatres invited me to a $100 a plate dinner that he had charge of in behalf of a prominent local charity. The dinner was a huge success in spite of the fact that I was tied up with another engagement. Mitch Bernstein, the other half of B & L, was busy working on plans for reconstruction of their MacAdam Theatre, which was completely destroyed by fire during Hurricane Edna's rampage. Mort Bernstein, Mitch's son, whom I met for the first time, told me how much everybody was impressed with the new format of The Digest, and complimented us on our news coverage.

Saw Abe Smith, St. John manager for MGM, and am glad to report that he is looking very fit, and sends greetings to all his old buddies. Ran into Chet Friedman, MGM's demon publicity director, in Abe Smith's office. He had just got back from Halifax where, I learned later from Jim McDonough, FP's new district manager, he had successfully cracked the hardest nut in the Maritimes, the Halifax paper, for publicity cooperation. Spent a little while with Gerry Hoyt, new IFD branch manager, who was naturally enthused over the lineup Allied Artists will have to offer exhibitors this season. Passed a few profitable hours at the bridge table with Maurie Elman, of B & L Theatres, who formerly was with Alliance in St. John.

Missed Gordon Spencer, who was out of town for a few days, but saw his brother, Gerald, who advised me that the Spencer Circuit would have a third drive-in

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50 Quebec Theatres Join New Assoc.

A new motion picture theatres association has been founded in Quebec province, with an initial 50 motion picture theatre owners and a membership of 100 antici-

(Continued on Page 3)

Strongest Boxoffice Ever From Empire-Universal States Plottel

Eleven major pictures, nine of them in color of which two are also in CinemaScope, will be released by Empire-Universal during the next five-months.

These pictures represent one of the strongest boxoffice lineups ever released by E-U during a similar period, Mark Plottel, E-U general

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Keep your eyes on

MURRAY SWEIGMAN
(See Page 3)

New Rules For Sask. Drive-ins

New regulations for the construction of drive-in theatres in Saskatchewan have been announced by the province's department of labor.

A ruling under the Theatres and

(Continued on Page 2)

Odeon Theatres Holds Regional Conferences

David Griesdorf, general manager, Odeon Theatres (Canada) Limited, announced that separate Regional Meetings are being held with theatre managers of Ontario and Quebec. The Ontario managers' meeting took place last Monday and Tuesday, September 20 and 21, at the Royal York Hotel, Toronto. This meeting was coupl-

(Continued on Page 3)

TV Transmitter Bldg. In Work For Halifax—Picture By Xmas

Work has got under way on the transmitter building for the CBC television station in Halifax.

Capt. W. E. S. Briggs, CBC director for the Maritimes, announced that the tender of Foundation Maritime Limited has been accepted for construction of the building.

C. E. D'Amboise, CBC architect, who is in Halifax to supervise the work, outlined plans for the building. It will be a one-storey reinforced concrete structure with precast concrete wall

(Continued on Page 2)

Associated Screen Expand TV Program

Mr. Maxwell Cummings, president of Associated Screen News Limited, announced the appointment of Kenneth Cooper as sales manager for the company in the province of Ontario and at the

(Continued on Page 3)

WALT DISNEY PRODUCTIONS HAS ENDED ITS 18 YEAR ALLIANCE WITH RKO AND WILL RELEASE ALL FUTURE PRODUCTS IN THE U.S. AND ENGLAND THROUGH ITS BUENA VISTA COMPANY AND DISNEY BRITISH FILMS LTD. RESPECTIVELY.

On the Beam

(Continued from Page 1)

open for next season. Walked in on George Enos at the N.B. Censor Board, and found him sitting reading the latest issue of The Digest. I think he must have been expecting me.

From St. John I flew to Halifax for my first visit to that city, and there spent a couple of very pleasant hours with Jim McDonough at the Capitol, where "GWTW" was lining them out still in its second week. Also spent some time with Malcolm Walker, who operates a successful small circuit around Halifax. Malcolm advised that he had considerable success last year with a "Curtain at 8:30" policy in the Armview, Halifax, and was considering going back on the policy this Fall.

In Montreal, I talked to Alex Adilman, and his many friends across Canada will be glad to know that while he is still confined to his home, he is feeling much better, and hopes to be back in his office in the near future. George Destounis gave me the full treatment on his recent jaunt to Europe. Said he had a marvellous time; the only trouble was the trip was too short. Bill Lester raved about the business "The Kidnappers" did at the Kent Theatre, and Bill Elman waxed enthusiastic about "GWTW" business at Loew's.

Arrived back in Toronto just in time to attend the Odeon "Big Top" Luncheon at the Royal York Hotel. This was the first of these Odeon Showmanship luncheons I had attended, and I must admit being greatly impressed with the all-out spread they put on. The circus atmosphere of the Showmanship Drive was retained for the luncheon, complete with sideshow, clowns, dancing girls, gypsy fortune-teller, and centre ring, where during the luncheon several outstanding acts were presented.

Mr. Brockington read a message of greetings from J. Arthur Rank and John Davis, and gave the toast to the Queen and the President of the United States, the latter in honor of Walter Brooks of the M. P. Herald, who flew up from New York to attend the luncheon. In the absence of Dave Griesdorf, who unfortunately was home ill, Ted Forsythe, assistant general manager of Odeon, presented the prizes to the winning managers in this 5th Annual Odeon Showmanship Contest. As previously reported in The Digest, first prize-winner was Nicky Langston, currently manager of the Capitol, Hamilton; with second prize going to Don Gauld, popular Lakehead manager for Odeon.

Incidentally, while on the subject of Odeon, note considerable to-do in the American trade press on Mr. Rank's announcement that he will acquire as many theatres in the U.S. as may be necessary to bring his British pictures to a mass American audience. Most industry leaders in the U.S. welcomed the idea of Rank buying into the exhibition field, but considerable speculation was aroused as to the status of a Rank exhibition and a Rank distribution organization in respect to U.S. anti-trust laws. Time will tell.

MARILYN

(Continued from Page 1)

tor (who has won his spurs on the American scene), a leading radio writer (famed for his dramatic scripts), and a film distribution company, which has access to American and British markets.

This group must at this time remain unnamed, as their offer is being negotiated with Marilyn Bell's advisers. The Digest was informed by this group that if their offer is accepted, they will produce a short with the objective of having it available for theatrical showing in about a month. In producing the short, the group feel they can test the possibilities of Marilyn's acting potential, as well as capitalize on the current publicity and interest in the young swimming star while keeping her at home in Toronto and at school.

If successful, this first venture could lead to the making of a feature film based either on the young idol of Canada or on a story built around her. This type of film production would add to the already established prestige of Canadian film-makers won by the National Film Board, Crawley Films, and others.

Trans World Customs Acquired By Fox

Lou Fox, brother of Abe (Columbia) and Barney (20th Century Theatres) and a well known figure in the industry, has taken over Trans World Customs Brokers from Rose and Charles Rotenberg. The Rotenbergs have left for California, where they will reside. Trans World is located at 277 Victoria St., Toronto, in the film exchange building.

EMPIRE-UNIVERSAL

(Continued from Page 1)

sales manager, pointed out. Extremely diversified in subject matter, they include drama, comedy, adventure, spectacle, romance, music and action. And in virtually every case the casts are headed by names with boxoffice pull.

The release schedule, as set forth by Plottel, is as follows:

"The Black Shield of Falworth," Technicolor CinemaScope production starring Tony Curtis and Janet Leigh.

"Dawn At Socorro," Technicolor western starring Rory Calhoun and Piper Laurie.

"Naked Alibi," fast-moving melodrama starring Sterling Hayden and Gloria Grahame.

"Bengal Brigade," Technicolor adventure story starring Rock Hudson and Arlene Dahl.

"Four Guns To The Border," outdoor Technicolor action film starring Rory Calhoun and Colleen Miller.

"Sign of the Pagan," Technicolor CinemaScope story of Attila the the Hun which stars Jeff Chandler and Jack Palance.

"Ricochet Romance," hilarious comedy starring Marjorie Main and Chill Wills.

"So This Is Paris," gay Technicolor musical starring Tony Curtis and Gloria DeHaven.

"Destry," Technicolor western drama starring Audie Murphy and Mari Blanchard.

TV FOR HALIFAX

(Continued from Page 1)

panels and roof slab. It will house the television transmitter and transmitter control equipment.

According to CBC officials, plans are still under way to have a "picture by Christmas" on CBHT. This will be an advance film and television recording operation. Plans for permanent CBC television studios on Bell Road are being studied at present and construction is expected to start early in 1955.

NEW RULES

(Continued from Page 1)

Cinematographs Act is that all screentowers of drive-in theatres must be designed by a registered engineer. Towers must be built to withstand wind velocity of 25 pounds pressure per square foot and be certified as meeting this qualification by a registered engineer.

In addition, all drive-ins of new construction must provide individual speakers for each vehicle.

The regulations also demand that a suitable fence be provided to prevent spread of paper.

Copyright Test Case Watched By Exhibitors

The outcome of a case before the Canadian Supreme Court is expected to clarify the jurisdiction of the federal copyright appeal Board in determining the annual fee schedules for the performance of musical works.

Canadian exhibitors are interested in the outcome although the test case actually involves radio station CHML, Hamilton, and the CAPA of Canada. The resulting judgment could affect the system of performing-right fees for all users, including theatres, under the government-board procedure. The board normally sits at Ottawa in January to pass upon changes.

Anderson New Head NFB TV Film Unit

The National Film Board last week named Robert Anderson as acting head of the Board's television films unit, replacing Bernard Devlin who has resigned as executive producer to engage in freelance work in Montreal. The Board, however, retains an option for first call on Devlin's services as a freelancer and he will continue to produce the NFB's French-language TV feature, "Sur le Vif," a weekly series of 15-minute programs to be carried by the CBC.

Anderson, who assumes responsibility for producing the English-language TV series, "Window on Canada," and "On the Spot," has been a member of the Board's production branch for the past 12 years, coming from the CBC where he had been an executive producer.

Universal Profits Up

The earnings of the Universal Pictures Company and its subsidiaries for the thirty-nine weeks ended on July 31 exceeded those reported for all of the last fiscal year.

The recent report showed net income of $2,636,415 for the thirty-nine weeks after provisions of $3,400,000 for taxes and $250,- for contingent liabilities. The net was equal, after preferred dividend requirements, to $0.49 each on the 988,574 shares of common stock outstanding.

For the thirty-nine weeks to Aug. 1, 1953, earnings were $2,- 051,008, or $1.87 each on 999,- 306 shares after provisions of $3,- 300,000 for taxes and $250,000 for contingent liabilities.

The motion picture company, in its annual report for the fiscal year ended last Oct. 31, showed a net income of $2,616,856, or $2.35 a share.

Canadian In Dragnet

A former CBC news announcer and National Film Board commentator, Willard Sage, from London, Ontario, has a key role in Warner Bros. "Dragnet."

Appearing as recently as 1950 in Montreal Repertory Theatre plays Sage, as a result of his work in "Dragnet" has obtained a number of lead parts in some TV half-hour dramas.

"Dragnet," starring Jack Webb, its creator, will soon be seen on Canadian screens. The radio dramatizations of "Dragnet" have been heard in Canada for a number of years. The TV series has recently been added to the CBC's TV schedule and is now seen weekly.

Filmed in WarnerColor, the WB release will have a day and date opening Friday, September 24th, at the University and Eglinton theatres, Toronto.

Keep Your Eyes On

MURRAY SWEIGMAN

The advent of Superscope, the Tushinsky Bros.' variable anamorphic lens in Canada, marked one more step, in the growth of Theatre Poster Service, started 10 years ago by Murray Sweigman with one lone employee.

Today Sweigman's one-man operation has developed into a major source of supply for Canadian theatres, for all and any type of promotion and display material.

Murray Sweigman began in the industry 18 years ago and worked for N. A. Taylor's theatre circuit for 8 years. He started his career as an office boy and left in 1944 to form his own firm, Independent Poster Co., now known as Theatre Poster Service.

Today, Theatre Poster Service, which has grown steadily both as to service and size, represents National Screen Service, the National Flag Co. who produce fluerscent displays and is the exclusive distributor in Canada for Superscope. With offices in Toronto and Winnipeg, the firm last week began negotiations to acquire a building in Vancouver and so round out its Western activities.

Murray Sweigman is 33 years of age and has been married for ten years. He has a son and daughter.

Across the Country

Toronto and District

The second issue of "The Barker", official publication of Variety Clubs International, contained an inspiring account of Toronto's Variety Village. Toward the close of their engagement at the Canadian National Exhibition as grandstand headliners, Roy Rogers and Dale Evans made a tour of the school to the delight of the students.

• • •

With the juveniles back to fall studies, the Odeon Movie Clubs started up again Sept. 11 with the holding of first "meetings" of the season at a number of units in Ontario with a variety of stunts and contests as well as election of officers.

• • •

At St. Catharines, the independent Centre Theatre arranged for the presence of a matron each school day from 4 to 6 P.M. so that pupils could attend performances before supper.

• • •

Manager Len Bishop and the big crowd had an exciting night at Toronto Shea's on Wednesday, Sept. 15, for the first stage presentation of talent for Simpson's Red Feather Revue of 1954. The show was extra to the regular program topped by "Sabrina"—well worth the price of any admission.

• • •

The United Church at Winchester, Ont., was the scene of a pretty wedding Sept. 11 when Rev. Thomas N. Mitchell officiated for the marriage of Marjorie Jean Crummy, lovely local girl, to Clarence Leslie Chamberlain of Peterborough, former manager of the Winchester Theatre and now directing the Ottawa Glebe Cinema. Following a reception, the happy couple left on their honeymoon tour to Western Ontario and the U.S.

• • •

Manager Bill Burke of the Capitol Theatre, Brantford, has come out with splash announcements for a "Famous Fall Film Festival" as a boost for the current season. He listed the following coming attractions: "The High and the Mighty", "Rear Window", "Sabrina", "Knock on Wood', "Gone With The Wind", "Susan Slept Here" and "Seven Brides For Seven Brothers".

Maritimes

It would probably be difficult to find anywhere a more faithful theatre patron than Mrs. H. S. Hall of Bridgewater, Nova Scotia, who has attended the local 'Capitol' since it opened in '1937'. Mrs. Hall who is 96 years young never misses a change of program rain or shine, enjoys all the shows and doesn't know what she would do if she didn't have the 'Capitol' to attend. This theatre is operated by Mr. A. A. Fielding, well-known Nova Scotia Exhibitor.

• • •

Mr. L. A. Sprague's shots of the thrilling chimney rescue of Mr. F. J. Essen of Toronto, President of a Chimney Inspection and Maintenance Company who became stranded atop the 150 foot chimney of the McAvity plant on Rothesay Avenue in Saint John, N.B. were accepted by the Associated Screen News in three reels for International distribution—Paramount's—Metro's and Universal.

• • •

The Lancaster theatre, the 'Gaiety'—Mr. L. A. Sprague, Proprietor, will be opening with CinemaScope next month. The opening feature is 'Lucky Me'—Warner Bros.

Prairies

Star theatre at Unity, Sask., operated by Harry Selinger, is being lengthened by 33 feet and the roof is being raised. The renovations will make room for a CinemaScope screen. Seating capacity will be considerably increased and the building will be fully air-conditioned by next year. Seating now is 300 and this will be boosted to 440. Many changes will be made in the projection room equipment.

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ASSOC. SCREEN

(Continued from Page 1)

same time pointed to the attention which Canadian TV expansion is now receiving by all motion picture companies in the Dominion. "Canadian expansion in the television field is now receiving the full attention of all motion picture producers," said Mr. Cummings. "Due to the added interest shown by advertisers in the use of television, Associated Screen News has completely re-equipped its Montreal studios and is adding a number of new personnel to keep pace with its increased production in this field."

Mr. Cooper, who recently resigned as Advertising Sales Representative of the Reader's Digest, took up his duties with Associated Screen News on September 20th, with headquarters in Toronto.

QUE. THEATRES

(Continued from Page 1)

pated.

New group is L'Association des Proprietaires de Theatres de La Province de Quebec, Inc., (or the Association of Theatre Owners of the Province of Quebec, Inc.). Head office is at the Montrose Theatre, and at the first official meeting, the following directors were elected:

Elie Tabah, Edouard Gauthier, Albert Berthiaume, Gaston Vadnais, Lucien Dame, Ville LaSalle, Honore David, Charles A. Magnan and Paul E. Lauziere.

ODEON THEATRES

(Continued from Page 1)

ed with the prize presentation luncheon in honor of the winners of Odeon's last showmanship contest, which was known as "The Odeon Big Show."

The meeting with the Quebec managers is set for Monday and Tuesday, October 4 and 5, at the Ritz-Carlton Hotel, Montreal.

Sessions have been set aside for discussion of all phases of theatre operation, at both gatherings.

DIGEST DITTOS

FEBRUARY 15, 1921

Charles Dentlebeck, chief projectionist for Famous Players left for Winnipeg to attend the opening of the Capitol theatre, there.

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PRODUCED BY HENRY BLANKE
DIRECTED BY DAVID BUTLER

Roffman To Produce UN Film In Toronto

The United Nations Department of Public Information has selected a Toronto company to produce a theatrical film for world distribution. Research and scripting has been undertaken by Communications of Canada for a motion picture on the role of a fully-developed member nation in the UN. Julian Roffman will produce with a tentative title of "Two Way Street."

The emphasis on the work of the UN among underdeveloped nations has led to a lack of information on the advantages of UN membership to the fully developed or "have" nations and the new film is proposed as a means of providing useful information on this point.

Brigadoon Tour

Two Scots lassies, Pat Gow and Olive Henderson, have been sent on tour by MGM to publicize "Brigadoon." On a nine-city tour, which includes Toronto, the two girls will appear in their native dress of tartan and kilts and distribute free to all they meet real Scot ties and sprigs of heather.

Across the Country

(Continued from Page 3)

Calgary's fifth outdoor theatre, the Lake Shore drive-in, opened recently. The 500-car drive-in, near Chestermere Lake, 12 miles from Calgary, is operated by Paul Hanson. On opening night the management had a flag pole sitter on a 100-foot pole throw $50 worth of dimes into the crowd. Prior to the opening a service club night was held. Bona fide members of service clubs had 50 per cent of the admission returned to club treasuries.

• • •

A former Saskatchewan theatre inspector, John T. Anderson, 83, died in Vancouver Aug. 28. Before his retirement in 1944, Mr. Anderson was chief inspector of theatres for Saskatchewan. He moved to Vancouver in 1948. Surviving are three daughters. Burial was in Vancouver.

Vancouver

Buck Taylor and Rod Martin, veteran stage hands at the Strand, manager Syd Summers of the Orpheum and Lou Karp, B.C. district booker in Vancouver, were inducted in the Famous Players 25-year club at Hotel Vancouver by J. J. Fitzgibbons, president of the company.

• • •

Steve Allen of the Odeon Theatre, Victoria was appointed manager of the Metro at New Westminster. He replaced Alex Myers, who will become relief manager at five district theatres, with Odeon circuit putting in effect the five day week for their managers in the Vancouver area.

• • •

Barry Freeman, who was in charge of the FPCC Drive-in at Nanaimo on Vancouver Island takes over as manager of the Regent, Burnaby, with Victor Tombe moving from the Regent to manage the Victoria Road, in Vancouver. Both are Famous Players units.

TV No Bogey . . . Admissions Up-Rank

An optimistic and determined note was rung in the statement issued by J. Arthur Rank last week, following up his company's recent financial report, which declared the first dividend since 1949.

"Television is no longer a bogey for us," Rank said. "We have got its measure.

"Since last year 7,000,000 more tickets have been sold at the cinemas alone, and TV set sales are up, too.

"People are going back to the cinema again, not only because programs are better, but because they have finished paying off the installments on their TV sets.

"Paying off the price of a set was the key thing. Of course, TV programs help us, too — they're awful."

Declaring his dissatisfaction with the bookings his films received in the U.S. market despite the use of such American stars as Gregory Peck, Paul Douglas and many others, Mr. Rank stated his determination to spend $104,000,000 for the purchase of 100 U.S. theatres, so that his films can be shown extensively.

"I am determined to break into America," Rank stated.

Cardinal Films Schedule For 55 Distribution Through JARO

Cardinal Films whose distribution has been taken over by JARO, as announced in last week's Digest, will release for the balance of 1954 and in 1955 the following product:

From Lippert Pictures Inc.: Sins of Jezebel, in color, starring Paulette Goddard; Heat Wave with Alex Nichol; The Cowboy, in color; Terror Ship with William Lundigan; Paid to Kill with Dane Clark.

River Beat with Phyllis Kirk; The Unholy Four with Paulette Goddard; The Deadly Game with Simone Silva and Lloyd Bridges; Race for Life with Richard Conte; Thunder Pass with Dane Clark.

The Black Pirates, in color, starring Anthony Dexter; The Three Gunmen, Barton McLane, Marie Windsor; The Outsiders with John Ireland; The Violent Men, in color; Pacific Adventure with Wayne Morris; The Beautiful and the Damned, starring Scott Brady.

There will also be outstanding product from Franco London Films, such as: Daughters of Destiny, in the English language, starring Claudette Colbert, Michele Morgan and Martine Carol; The Loves of Madame De . . . — called by Time Magazine "A triumph of the screen" and starring Charles Boyer, Vittorio DeSica and Danielle Darrieux.

From England, Innocents in Paris, starring Claire Bloom and Alistair Sim; Scotch on the Rocks with Ronald Squire; Two Loves Hath Barbie, Valerie Hobson, and Sheila and the Oracle, Robt. Beatty.

In addition product from American Releasing Corporation, starting off with Smashout, starring John Ireland and Dorothy Malone in a story of racing car enthusiasts.

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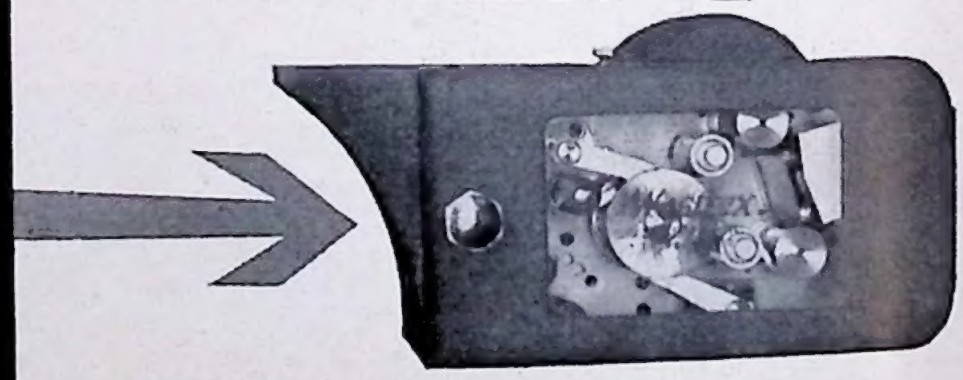

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DS-54-21

Chatter... That Could Matter!

By MAX CHIC

Toronto has burst forth with a new group of first run houses . . . **UA** has booked a program of "Overland Pacific" and "No Escape" with its **Marciano-Charles** fight picture at the downtown Savoy as well as **B & F's** Beaver, Century, York and Radio City . . . last week **20th Century Theatres** started a first run policy with foreign pictures at the Circle, Metro and Esquire . . . the Rex, Mimico, had a VideoScope anamorphic lens installed by **Perkins Electric.**

Frank Vaughan, general sales manager of **JARO** announced last week that **Ed Weisberg,** formerly booker for the **AA** division of **JARO** has been named special rep. for **JARO** in Ontario . . . a terrific tie-up was promoted by **Famous Players** head office for the run of "3 Coins" at the Beach, Palace, College, Runnymede, Parkdale and Oakwood theatres . . . an all-expenses trip for two to New York was the prize for the contest sponsored by **Lesleyann Cosmetics, Dominion Travel Office** and **Famous Players.**

Bob Hope took time off from his "Eddie Foy" film at **Paramount** studios to record radio announcements to aid the **RCAF** recruiting drive . . . **A. Dunton,** chairman of the **CBC** board of governors stated last week that Canadians are investing about $200,000,000 in TV this year . . . **Jack Labow, RKO** Canadian general manager, will visit Saint John on a routine business trip this week.

Jason Cohen, well known to many in the film industry, died last week in Montreal . . . **Frank Fisher** was host to newspaper reps in his office where **Dr. Richard Gordon,** author of **JARO's** current box-office record-breaker was present . . . **Gordon's** next for **JARO** will be "Doctor at Sea" with **Dirk Bogarde** starring . . . **Dan Krendel** is prepping a new Ballyhoo Showmanship Drive for his District B. . . . **Ron Pape** joined **JARO** as booker in Toronto last week.

The Event Of The Week . . . sitting at the table with **Leonard Brockington,** when **Odeon** Champion **Nicky Langston** was honored along with many other **Odeon** showmen . . . Listening to **Mr. Brockington's** remarks, both official and across the luncheon table, gives one an added zest for living.

Autry In St. John

Gene Autry, riding a slick 900 horsepower airplane (he is an ex-U.S. army pilot) loped into Saint John airport this week, and was met at the airport by the Lieutenant-Governor. The Lieutenant-Governor explained that Gene Autry was a pretty big man in the hearts of thousands of youngsters throughout New Brunswick, and, if that didn't rate an official welcome nothing much else did.

The good-natured hero of many thousands of feet of celluloid visited the two orphanages and the St. John City Hall. Because Autry was the first movie personality to visit the newly incorporated City of Lancaster, Mayor Thomas B. Horsler and members of his Council were on hand at one of the Orphanages to welcome him. He gave two shows at the Saint John Forum which were well attended.

Fight Pic At Savoy

Approximately 235,000 moviegoers saw a closed circuit telecast of the Marciano-Charles heavyweight championship fight in 71 theatre, spread over 55 U.S. cities, at admission prices ranging from $3.30 per seat to $5.50.

United Artists, who are releasing the film version of the bout, had prints in all U.S. and Canadian exchanges by last Monday morning. Charles S. Chaplin, UA's Canadian general manager, stated that the film was booked solid across Canada, in the greatest advance number of bookings for a fight picture he has ever seen. It opened at the Savoy, Toronto, Monday.

Eight Wks. For Brides

MGM's "Seven Brides for Seven Brothers" finished an eight-week run at Radio City Music Hall, hitting a near all-time high, an estimated $1,352,000.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd week. On The Waterfront (Col.) with Marlon Brando.

SHEA'S
3rd week. Sabrina (Par.) with Humphrey Bogart, Audrey Hepburn and Wm. Holden.

UNIVERSITY
2nd week. Susan Slept Here (RKO) Tech. with Dick Powell and Debbie Reynolds.

NORTOWN
The High and the Mighty (Warner) C'Scope and WarnerColor with John Wayne.

ODEON
4th week. Magnificent Obsession (E-U) Tech. with Jane Wyman.

UPTOWN
Naked Alibi (E-U) with Sterling Hayden.

LOEW'S
3rd week. Seven Brides for Seven Brothers (MGM) C'Scope & Color with Jane Powell.

HYLAND & CHRISTIE
3rd week. Doctor in the House (JARO) Tech. with Dirk Bogarde.

INTERNATIONAL CINEMA
3rd week. An Inspector Calls (IFD) with Alistair Sim.

DOWNTOWN
Drums Across the River (E-U) Tech. with Audie Murphy.

MONTREAL

PALACE
The Student Prince (MGM) C'Scope and Color with Ann Blyth.

LOEW'S
5th week. Gone With The Wind (MGM) Tech. with Vivien Leigh.

PRINCESS
The Mad Magician (Col.) with Vincent Price.

CAPITOL
The Raid (20th-Fox) Tech. with Van Heflin.

AVENUE
4th week. Man With a Million (JARO) Tech. with Gregory Peck.

KENT
4th week. The Living Desert (RKO) Tech.

ORPHEUM
Captain Kidd & The Slave Girl (UA) and Overland Pacific (UA).

WINNIPEG

CAPITOL
The Student Prince (MGM) C'Scope and Color with Ann Blyth.

LYCEUM
The Outcast (E-U) & Hell's Half Acre (E-U).

MET
Rear Window (Par.) Tech. with James Stewart.

ODEON
Johnny Dark (E-U) Tech. with Tony Curtis and Piper Laurie.

GAIETY
Knock on Wood (Par.) Tech. with Danny Kaye.

GARRICK
Garden of Evil (20th-Fox) C'Scope and Tech. with Gary Cooper.

VANCOUVER

CAPITOL
3rd week. Sabrina (Par.) with Humphrey Bogart, Audrey Hepburn and Wm. Holden.

ORPHEUM
Rear Window (Par.) Tech. with James Stewart.

VOGUE
3rd week. Doctor in the House (JARO) Tech. with Dirk Bogarde.

STUDIO
Daughters of Destiny (Cardinal) with Claudette Colbert.

DUNBAR
2nd week. Final Test (JARO) with Jack Warner.

ST. JOHN

STRAND
Apache (UA) Tech. with Burt Lancaster.

CAPITOL
The Saracen Blade (Col.) Tech. with Ricardo Montalban.

PARAMOUNT
Broken Lance (20th-Fox) C'Scope and Color with Spencer Tracy.

Sheine To Peerless

Joe Bermack, general sales manager for Peerless Films, announced that Max Sheine, one-time IFD Calgary branch manager, has been named special representative for Peerless.

Universal will soon release a new version in Technicolor of "Destry," starring **Audie Murphy** and **Mari Blanchard** . . . "Destry Rides Again, Again," the original film starred **James Stewart** and **Marlene Dietrich . . . Walter Wanger's AA production** "Riot In Cell Block 11" won the Award of Merit at the 8th Edinburgh Film Festival, the first American film to win this honor in 8 years . . . **Ava Gardner** will attend the world premiere of UA's "The Barefoot Contessa," in which she co-stars with **Humphrey Bogart,** the date September 29, the place, Capitol theatre, New York.

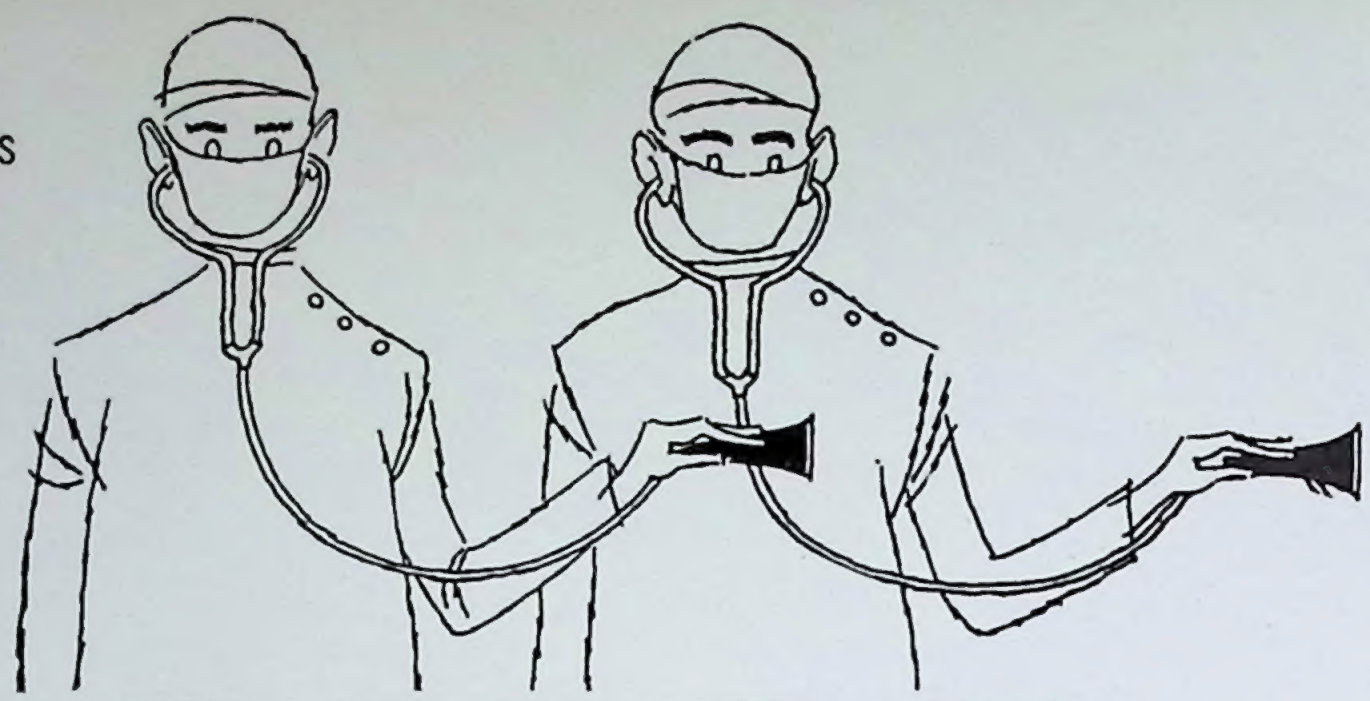
JARO is preparing a sequal to the successful Technicolor production "Doctor In The House" titled "Doctor At Sea," and also starring **Dirk Bogarde** . . . **Jack Lemmon** again set for male lead in Columbia's musical version of "My Sister Eileen" opposite **Janet Leigh** . . . main shooting will wait until he finishes his stint for Warners in "Mr. Roberts . . . **Lana Turner** has been borrowed from MGM by Warners to star opposite **John Wayne** in "The Sea Chase."

Decca Records has **The Four Aces** singing the title song from Fox's CinemaScope production "Woman's World," which stars **Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl** and **Cornel Wilde** . . . **Joe Pasternack** will produce MGM's comedy-drama with music titled "Saturday Night Is My Delight," with **Jane Powell** in the lead role.

Cecile B. DeMille has cast **Debra Paget,** 20th-Fox contract star for the prized role of Lilia in Paramount's "The Ten Commandments" . . . Universal has scheduled "Bengal Brigade" for November release . . . the Technicolor production stars **Rock Hudson** and **Arlene Dahl . . . Charles Schnee** will produce "Monster Beneath The Sea" for Clover Productions Inc., which Columbia will release.

Alan Ladd and **June Allyson** will star for Warners in "The McConnell Story" . . . **Robert Taylor** will have **Grace Kelly** as co-star in MGM's "Quentin Durward" with **Pandro S. Berman** producing.

Mad medics make merry. . .
a prescription to cure all ills
in the most riotous 'rag'
ever filmed



DOCTOR in the HOUSE

Outgrossing "Kidnappers" Everywhere!

IT'S TERRIFIC!

The screen's brightest young stars in a picture that turns a lively spotlight on the lives and loves of student life!

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